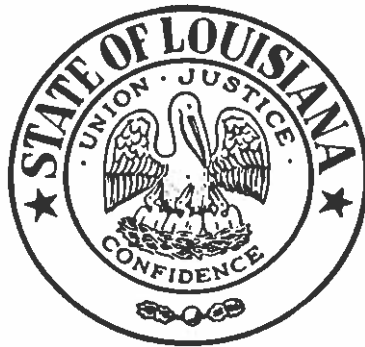


# **REQUEST FOR PROPOSALS**

**for**

## **CONSULTING SERVICES TO ASSIST IN ADMINISTERING THE CERTIFIED LOUISIANA PROGRAM ADVERTISING, PROMOTION, AND PUBLIC RELATIONS PROGRAM**



### **Addendum 1 Questions/Answers**

**RFP #:160234-LAFA-22-01**

**Proposal Due Date/Time: July 16, 2021 @ 12:00 PM**

**State of Louisiana  
DEPARTMENT OF AGRICULTURE AND FORESTRY  
LOUISIANA AGRICULTURAL FINANCE AUTHORITY**

**July 8, 2021**

1. Who is the firm name that currently has this contract with the Louisiana Department of Agriculture and Louisiana Agriculture Finance Authority (LAFA)?

The Graham Group, Inc.

2. How long has the Certified Louisiana Program been in place?

The Certified Louisiana Program was relaunched in 2018. The original Certified Louisiana Program began in the early 1990's.

3. How many listings for each category are there currently? How has that number increased over time? Do you have a target in mind for increasing certified products over the next 3 years?

Certified Louisiana - 227

Certified Cajun - 179

Certified Creole - 42

Certified Craft Beverage - 33

Certified Farm to Table - 77

The Certified Louisiana Program was relaunched in 2018 with 0 members. The goal in 3 years is to double membership.

4. What budget has been spent over previous years to increase awareness of the Program, and on what kinds of advertising or media? Were you satisfied with those results?

FY 18/19 \$152,153.00

FY 19/20 \$425,000.00

FY 20/21 \$300,000.00

Cable, tangibles, print ads, digital boards, bus wraps, online banners, social media were used. Yes, the results were satisfactory.

5. What support is provided to Certified business owners to assist in adding the logo on their products and online platforms?

Once a business owner is approved and pays for the logo, the logo is sent to them by email.

6. Should the proposal include taking over posting on Instagram and Facebook or will those posts continue to be handled by the Program staff?

Yes, the proposal should include taking over posting on Instagram and Facebook.

7. Is there existing stock of logo'd products, merch, giveaways, cookbooks, etc. in inventory, or would we need to start from scratch?

We currently have plenty of inventory.

8. Do you have a current agency?

Yes.

9. If yes, what is the name of the agency of record?

The Graham Group, Inc.

10. How long has the agency of record worked on this contract for?

Three years.

11. Has this agency fallen short, met, or exceeded expectations?

The current Agency has met expectations.

12. *Can a list of other agencies submitting questions be released?*

ZEHNDER

Richard Creative

Octagon Media

MESH

Spearsgroup

BRANDMUNKI

The Moore Agency

bmf – Beuerman Miller Fitzgerald

Think-brew

Feigley Communications

13. Who is the target audience of this campaign?

The audience consists of Louisiana citizens, growers, and producers.

14. Have previous campaigns demonstrated that specific audiences prefer certain products and Certified Louisiana brands over others?

There is no data available to answer this question.

15. What is the desired geographic reach of this campaign? Is it intended to be for a national or, regional, or statewide audience?

The State of Louisiana is the main focus of the Certified Louisiana Program. The program is still young and establishing awareness and increasing membership is our goal.

16. How much focus should be given to the brands under the Certified Louisiana umbrella?

This should be determined in collaboration with the Advertising Agency and LAFA.

17. What are the revenues for Certified Louisiana, Certified Cajun, Certified Creole, Certified Farm to Table, and Certified Craft Beverage products?

There is no data available to answer this question.

18. What percentage of the budget is expected to be allocated to media, if any?

The budget is split between the following: television, print, digital boards, bus wraps, online banners, and production (account services, creative concept, and development). This should be included in your proposal.

19. What is the expected geo reach for the campaign?

The State of Louisiana is the main focus of the Certified Louisiana Program. The program is still young and establishing awareness and increasing membership is our goal.

20. Who are we targeting w/this campaign (target audiences)?

The audience consists of Louisiana citizens, growers, and producers.

21. Can you provide any current audience research or performance reports?

Facebook 18,400, Instagram Followers 1,330, Certified Membership 456, Website Visits: May 31-June 29,, 2021 (1,713 total)

22. In the Scope of Work (2.1), you ask for "a proposed advertising and promotion program and budget to the LAFA." Is the management of that program and budget separate, to be defined, or is it supposed to come out of the \$455,000 per year max budget?

The budget is split between the following: television, print, digital boards, bus wraps, online banners, and production (account services, creative concept, and development). This should be included in your proposal.

23. Also, the Scope of Work requires to "Pay media and other vendors for goods and services" -Can you clarify this expectation?

The marketing firm will pay all vendors directly and request reimbursement.

24. Who is the incumbent for this contract? What are they doing well and what can they do to improve?

The Graham Group, Inc. Yes, the results were satisfactory.

25. Is this the first time LAFA will be hiring an ad agency to lead this work or has an agency been engaged before?

No.

26. If there has been an agency before who was the agency

The Graham Group, Inc.

27. What has been the media/advertising budget to promote the Certified Louisiana program in 2019 and 2020?

FY 19/20 \$425,000.00

28. On page 6, the RFP references a predisposition to print media. Can you speak to why that is the preference?

Print media has been a good source in the past for connecting with our targeted audience which consists of Louisiana citizens, growers, and producers.

29. 1.1 Purpose states that the selected proposer shall: "Develop and advertising, promotion and public relations programs strategy..." while 2.2 states that contractor will be required to: "Prepare a methodology and develop an advertising and public relations strategy using existing creative materials owned by the LAFA..." Does LDAF expect the proposer to develop strategy and execution for a new or refreshed brand, creative, advertising mix, and public relations programs, or does LDAF expect the proposer to exhibit capability in maintaining or sustaining current/existing program?

We expect the proposer to exhibit capability in maintaining and sustaining the current program and to develop a strategy for new advertising.

30. What markets outside of Louisiana have LDAF prioritized or deemed pertinent to success?

For this program the target market is only Louisiana citizens, growers, and producers.

31. Do you wish to highlight Louisiana agricultural products and commodities that provide the opportunity for the greatest overall sales lift or are there specific products and commodities that you are trying to target regardless of their historical performance?

This program is for the promotion of all products grown, manufactured, or produced in Louisiana that are aimed at enhancing and promoting Louisiana's agricultural industry.

32. Can you please explain the difference between 'Certified Louisiana' branded products and 'Louisiana Grown' branded products?

Certified Louisiana products include value-added agricultural products whereas Louisiana Grown products are fresh produce.

33. Are prior media schedules, value-added reports, and monthly reports available to review during the RFP submission period?

In order to obtain this information a Public Records Request can be submitted to this Agency. Forms can be found on our website home page located at <https://www.ldaf.state.la.us> on the bottom left corner labeled "Request Public Records".

34. What was the media mix for the last FY? "

The budget is split between the following: television, print, digital boards, bus wraps, online banners, and production (account services, creative concept, and development). This should be included in your proposal.

35. What was the budget breakdown by channel for the advertising spend from the previous 4 years?

The budget breakdown varied from year to year. For specific information a Public Records Request can be submitted to this Agency. Forms can be found on our website home page located at <https://www.ldaf.state.la.us> on the bottom left corner labeled "Request Public Records".

36. Can you provide the media mix per markets and the media performance reports within those markets from the previous 4 years?

The media mix markets varied from year to year. For specific information a Public Records Request can be submitted to this Agency. Forms can be found on our website home page located at <https://www.ldaf.state.la.us> on the bottom left corner labeled "Request Public Records".

37. Can you provide any previous studies conducted to indicate a lift in brand awareness?  
Analytics from Facebook and Instagram are used to determine if there is a lift in brand awareness.

38. Can you rank KPIs from greatest to least importance in order to meet your most important goals?

The program has one main goal and that is to promote products grown, manufactured, or produced in Louisiana that are aimed at enhancing and promoting Louisiana's agricultural industry.

39. Can you provide Key Performance Indicator (KPI) stats/data for the last FY?

Facebook 18,400, Instagram Followers 1,330, Certified Membership 456, Website Visits: May 31-June 29, 2021 totaled 1,713

40. Can you share your formulas to quantify marketing strategies/tactics that you have implemented last FY and plan to continue to increase sales in awareness that is in addition to a media mix / buy?

There is no data available to answer this question.

41. May we have access to previous proposal submissions from marketing and advertising companies looking to work with/for the Louisiana Department of Agriculture and Forestry's "Certified Louisiana" program? And who would we contact to obtain those?

A Public Records Request can be submitted to this Agency. Forms can be found on our website home page located at <https://www.ldaf.state.la.us>, bottom left corner labeled "Request Public Records".

42. Can you share any creative work completed by the current agency you are working with?

Not at this time. The current agency is still under contract.

43. What do you feel your greatest creative initiative was the last FY?

Since we are still under contract with the current agency, we will not be able to respond to this question at this time.

44. Can you share the top retailers including strategic partners with the LDAF?

A Public Records Request can be submitted to this Agency. Forms can be found on our website home page located at <https://www.ldaf.state.la.us>, bottom left corner labeled "Request Public Records".

45. Are there specific products to focus on e.g. crawfish, eggplant or strawberries by season? What are the products by season?

This program is for the promotion of products grown, manufactured, or produced in Louisiana that are aimed at enhancing and promoting Louisiana's agricultural industry. The focus is on all of the above throughout the year.

46. Is website enhancement to better highlight "Certified Louisiana" products, promotions, and press a priority for LDAF?

The current website has proven to give satisfactory results, so enhancements are not a priority at this time.

47. Is the development and management of appropriate social media channels to amplify messaging for "Certified Louisiana" products, promotions, and events a priority for LDAF?

Yes.

48. How do the roles work with the Marketing Department? Is the agency going to activate all of the marketing ideas, or handled them directly by the LDAF?

There will be collaboration between both parties.

49. Is there an incumbent? If so, who?

Yes, The Graham Group, Inc.

50. How long has the current or last company been contracted by Louisiana Department of Agriculture and Forestry (FDAF) to provide like services for the Certified Louisiana Program? Are they eligible to bid on this ITN?

The current company was contracted for three years.

51. Were all the renewal options taken advantage of by FDAF with the current company or last company under contract? If no, why was the extension not executed?

Yes, all renewal options were taken.

52. What was the media commission for the current or last company been contracted by Louisiana Department of Agriculture and Forestry (FDAF) for like services?

6.5% of media placed.

53. Will you provide the links or copies of current or last agreement(s) executed to provide like services on behalf of the Certified Louisiana Program?

A Public Records Request can be submitted to this Agency. Forms can be found on our website home page located at <https://www.ldaf.state.la.us>, bottom left corner labeled "Request Public Records".

54. What performance reports were produced in response to the previous contracted deliverables internally and externally (by contractor)? If reports were produced please provide.

A Public Records Request can be submitted to this Agency. Forms can be found on our website home page located at <https://www.ldaf.state.la.us>, bottom left corner labeled "Request Public Records".

55. Do you feel the performance reports and its KPI's tie well to the media mix executed in the most recent contract?

The contract is still active.

56. Overall, do you feel the most recent contractor exceeded the expectations of the current or most recent contract? If no, what KPI's were missed that were noted as measurable deliverables in that corresponding contract?

The most recent contractor exceeded expectations.

57. What was the media mix for the last FY?

The budget is split between the following: television, print, digital boards, bus wraps, online banners, and production (account services, creative concept, and development). This should be included in your proposal.

58. What was the budget breakdown by channel for the advertising spend from the previous 4 years?

The budget breakdown varied from year to year. For specific information a Public Records Request can be submitted to this Agency. Forms can be found on our website home page located at <https://www.ldaf.state.la.us> on the bottom left corner labeled "Request Public Records".

59. Can you rank the KPIs from greatest the least importance in order to meet the most important goals of the Certified Louisiana Program?

The program has one main goal and that is to promote products grown, manufactured, or produced in Louisiana that are aimed at enhancing and promoting Louisiana's agricultural industry.

60. Can you share the budget breakdown by channel for the advertising spend in the last fiscal year?

The budget breakdown varied from year to year. For specific information a Public Records Request can be submitted to this Agency. Forms can be found on our website home page located at <https://www.ldaf.state.la.us> on the bottom left corner labeled "Request Public Records".

61. Please provide a list of all vendors that submitted questions.

ZEHNDER

Richard Creative

Octagon Media

MESH

Spearsgroup

BRANDMUNKI

The Moore Agency

bmf – Beuerman Miller Fitzgerald

Think-brew

Feigley Communications

62. For the bios, if a client/project is listed more than once, does the reference have to be included on each person's bio? Or only once?

Yes, please include on each person's bio.



63. For the bios, what is being requested for “Planned Level of Effort?” A percentage of time each week/month?

A percentage of time monthly will suffice.

64. There is a section related to “Present Innovative Concepts for Consideration” – Is this request for spec creative or to outline proposed innovative tactics?

The request for spec is creative.

65. For advertising activities, are those limited to the state, region or beyond? Where is most emphasis needed, i.e. does Louisiana get the greatest focus with a secondary focus being national?

The advertising activities are limited to the State of Louisiana.

66. Are website enhancements part of this scope? Or can they be? Would they come from the annual budget or another budget?

The current website has proven to give satisfactory results, so enhancements are not a priority at this time. Any enhancements would come from the annual budget.

67. Have members been surveyed previously? If not, is that a possible tactic that can be recommended?

Members have not been surveyed; however, this is definitely a possibility.

68. Does the Authority have an incumbent agency or equivalent marketing or advertising consultant? If so, which ones(s) and are they eligible to submit for this contract?

The Graham Group, Inc.

69. Does the Department itself have any existing marketing or public relations contracts with advertising agencies or PR consultants? If so, which one(s) and are they eligible to submit for this contract?

The Louisiana Certified Program currently has a contract with The Graham Group, Inc.

70. Regarding presentations - would they take place privately with the Department/Authority or with other advertising/marketing firms present?

The presentation will take place privately with the Evaluation Team.

71. Is promotion to solely target the state of Louisiana or should it also target a regional and national audience? The target audience is the State of Louisiana only.

72. Is this program designed to promote brands and raw products?

This program is for the promotion of products grown, manufactured, or produced in Louisiana that are aimed at enhancing and promoting Louisiana’s agricultural industry.

73. What are your objectives for the program, specifically? Do you have KPIs?

This program is for the promotion of products grown, manufactured, or produced in

Louisiana that are aimed at enhancing and promoting Louisiana's agricultural industry.  
Yes the program utilizes KPI's.

74. Who are your target audiences for this program? Demographics? Psychographics?  
The target audience is Louisiana citizens, producers, and buyers.

75. Historically, how has your budget been split between paid media, PR and agency services?  
The budget breakdown varied from year to year. For specific information a Public Records Request can be submitted to this Agency. Forms can be found on our website home page located at <https://www.ldaf.state.la.us> on the bottom left corner labeled "Request Public Records".

76. Are you looking for personal references for each team member? Request was a bit unclear.  
Yes.

77. Is there an incumbent? If so, who?  
Yes, The Graham Group, Inc.

78. Will you assign a dedicated Program Manager or primary point of contact who will collaborate with the Agency to lead this program?  
Yes.

79. Are there review and approval processes or specific requirements, e.g. committee reviews, legal reviews, etc.?  
Yes, your point of contact will need to review and approve all documents.

80. Will the answers you collect be posted publicly? Or will you be responding to each agency individually?  
Answers will be collected and posted publicly per Section 1.14.2 of the RFP.

81. How much of the total budgeted amount (listed in 1.2 Background / \$1,365,000) is used to purchase media, printing and other out-of-pocket expenses?  
This should be determined by potential proposers and included as part of your proposal.

82. Can you provide a list of the media purchased in the most recent contract and the percentage of each as it relates to the total media budget?  
The budget is split between the following: television, print, digital boards, bus wraps, online banners, and production (account services, creative concept, and development).

83. Is the Work Plan for the previous winning RFP response (2018) available for review?  
A Public Records Request can be submitted to this Agency. Forms can be found on our website home page located at <https://www.ldaf.state.la.us>, bottom left corner labeled "Request Public Records".

84. Regarding the request to provide “innovative concepts for consideration,” would concepts provided need to work alongside existing creative?

Yes.